

Message Text

CONFIDENTIAL

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61

ACTION EUR-08

INFO OCT-01 SS-14 ISO-00 NSC-05 NSCE-00 PA-01 PRS-01

USIA-01 INR-05 CIAE-00 /036 W
----- 050962

R 281620Z OCT 75

FM AMCONSUL MILAN

TO AMEMBASSY ROME

SECSTATE WASHDC 4337

C O N F I D E N T I A L MILAN 2005

LIMDIS/NOFORN

E.O. 11652: GDS

TAGS: PFOR, PINT, IT

SUBJECT: CONFIDENTIAL CIRCULATION FIGURES FOR IL GIORNALE

1. CORRIERE EDITOR OTTONE TOLD ME RECENTLY THAT IL GIORNALE
WAS LOSING CIRCULATION AND STORY HAS BEEN REPEATED ELSEWHERE
AMONG THOSE LOOKING TO FAILURE OF GIORNALE. I ASKED GIORNALE

EDITOR MONTANELLI FOR FIGURES WHICH HE PROVIDED IN CONFIDENCE
OCT 28. DATA FOLLOWS:

2. MONTH AVERAGE DAILY PRESS RUN, ROUNDED
 TO NEAREST THOUSAND

JULY - NOV 1974

JULY	253,000
AUG	238,000
SEPT	220,000
OCT	220,000
OCT	220,000
NOV	215,000

DEC	152,000#
JAN 1975	154,000#

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REDUCED BY NATIONAL NEWSPAPER STRIKE

FEB	194,000
MAR	197,00
APR	189,000
MAY	193,000
JUNE	200,000
JULY	202,000
AUG	202,000
SEPT	204,000

3. NOTE THAT THESE ARE PRESS RUNS AND NOT CIRCULATION.
MONTANELLI INSISTS THAT RETURN ARE VERY SMALL SINCE HE CAN'T AFFORD
ANY WASTAGE.

4. REGIONAL DISTRIBUTION IS REPORTED AS FOLLOWS;

CITY	PERCENTAGE
MILAN	22.1
LOMBARDY	17.5
PIEDMONT	6.6
V	
VENEZIA TRI DENTINA	1.8
VENEZA EUG.	8.3
VENEZIA GUILIE	3.1
LIGURIA	10.2
EMILIA	5.8
TOSCAN	4.1
UMBRIA	0.7
MARCHE	1.5
LAZIO	6.9
ABRUZZI-MOLISE	
	0.7
CAMPANIA	2.5
PUGLIA	2.3
LUCANIA	0.2
CALABRIA	0.8

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SICILIA	1.8
SARDENIA	0.9
FOREIGN	1.4
SUBSCRIPTIONS	0.8FINA

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NNN

Message Attributes

Automatic Decaptioning: Z
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PUBLICATIONS, DATA, BUSINESS LOSSES, NEWSPAPERS
Control Number: n/a
Copy: SINGLE
Draft Date: 28 OCT 1975
Decaption Date: 28 MAY 2004
Decaption Note: 25 YEAR REVIEW
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: GolinoFR
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975MILAN02005
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: GS
Errors: N/A
Film Number: D750375-0992
From: MILAN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751014/aaaaammh.tel
Line Count: 111
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: CONFIDENTIAL
Original Handling Restrictions: LIMDIS
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: CONFIDENTIAL
Previous Handling Restrictions: LIMDIS
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: GolinoFR
Review Comment: n/a
Review Content Flags:
Review Date: 04 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <04 JUN 2003 by ShawDG>; APPROVED <05 JUN 2003 by GolinoFR>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CONFIDENTIAL CIRCULATION FIGURES FOR IL GIORNALE
TAGS: PFOR, PINT, SOPN, IT, IL GIORNALE
To: ROME STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006